**Rep Order**# 6849959 **Ver**# 1 **Status** New **Traffic Order**# 6849959 **EC'd** Yes

**Printed:** 09/06/2012 8:24 AM **Last Received:** 09/06/2012 7:54 AM

**Showing Buylines:** All Lines

Station KTNV-TV LAS VEGAS, NV

Advertiser ( ) .ROMNEY 4 PRESIDENT

**Product** MITT ROMNEY

Estimate# 361

Buyer STEPHANIE KINCAID

Phone# Fax# Agency ( ) AMERICAN RAMBLER PRODUCTIONS

138 CONANT STREET BEVERLY, MA 02494 **/P1/P2/E** //361

**Agency C/P1/P2/E** //361 **Flight Dates** 09/07/2012 - 09/10/2012

**Hiatus Weeks** 

Rep Firm

Sales Office ( ) PHILADELPHIA Salesperson ( ) ANJIE BRADY

1 of 7

**Salesperson Phone**# 215-567-6005 **Salesperson FAX**# 215-567-5938

## --- CONTRACT COMMENT ---

CLIENT: ROMNEY FOR PRESIDENT, INC. SC=\*

## --- REMARKS ---

THIS IS A NEW POLITICAL ORDER CONTRACT TOTAL IS \$46,250

PLS CONFIRM ASAP

THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	F Buyl	6A-630A ine Comment		:30	\$325.00	09/07-09/07	2	1	2	\$650.00	
	2	M Buyl	6A-630A ine Comment	: 6AM NEWS	:30	\$325.00	09/10-09/10	2	1	2	\$650.00	
	3	F Buyl	630A-7A ine Comment	: 630AM NEWS	:30	\$325.00	09/07-09/07	2	1	2	\$650.00	
	4	M Buyl	630A-7A ine Comment	: 630AM NEWS	:30	\$325.00	09/10-09/10	2	1	2	\$650.00	
	5	F Buyl	7A-9A ine Comment	: GOOD MORNING AMERICA	:30	\$325.00	09/07-09/07	2	1	2	\$650.00	
	6	M Buyl	7A-9A ine Comment	: GOOD MORNING AMERICA	:30	\$325.00	09/10-09/10	2	1	2	\$650.00	
	7	F Buyl	9A-10A ine Comment	: THE MORNING BLEND	:30	\$225.00	09/07-09/07	2	1	2	\$450.00	
	8	M Buyl	9A-10A ine Comment	: THE MORNING BLEND	:30	\$225.00	09/10-09/10	2	1	2	\$450.00	

Rep Order# EC'd Yes Printed: 09/ Last Received: 09/0 Showing Buylines: All Lines Traffic Order# 6849959 2 of 7 6849959 Ver# 1 Status New 09/06/2012 8:24 AM 09/06/2012 7:54 AM

Advertis Product Estimate	er :#	MITT ROMNEY			Agency ( ) 138 COI BEVER Agency C/P1/P2/E	Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) ANJIE BRADY							
Buyer Phone#					Flight Dates Hiatus Weeks	09/07/2012 - 09/10/2012			Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938		
	Ln	Da		Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
 g	)	F	10A-11A Buyline Comment:			:30	\$550.00	09/07-09/07	2	1	2	\$1,100.00	
1	LO	М	10A-11A Buyline Comment:	THE VIEW		:30	\$550.00	09/10-09/10	2	1	2	\$1,100.00	
1	L1	F	11A-12P Buyline Comment:	MIDDAY NEWS		:30	\$300.00	09/07-09/07	2	1	2	\$600.00	
1	L2	M	11A-12P Buyline Comment:	MIDDAY NEWS		:30	\$300.00	09/10-09/10	2	1	2	\$600.00	
1	13	F	12P-1P Buyline Comment:	THE CHEW		:30	\$275.00	09/07-09/07	2	1	2	\$550.00	
1	L4	М	12P-1P Buyline Comment:	THE CHEW		:30	\$275.00	09/10-09/10	2	1	2	\$550.00	
1	L5	F	1P-2P Buyline Comment:	AFTERNOON G.M.A.		:30	\$275.00	09/07-09/07	2	1	2	\$550.00	
1	L6	М	1P-2P Buyline Comment:	GENERAL HOSPITAL		:30	\$275.00	09/10-09/10	2	1	2	\$550.00	
1	L7	F	2P-3P Buyline Comment:	GENERAL HOSPITAL		:30	\$300.00	09/07-09/07	2	1	2	\$600.00	
1	L8	М	3P-330P Buyline Comment:	MILLIONAIRE		:30	\$250.00	09/10-09/10	2	1	2	\$500.00	
1	L9	F	3P-330P Buyline Comment:	MILLIONAIRE		:30	\$250.00	09/07-09/07	2	1	2	\$500.00	

 Rep Order#
 6849959
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 1
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 Traffic Order# 6849959
 Printed:
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 3 of
 7

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Showing Buylines: All Lines

Station k Advertiser Product Estimate#	MITT ROMNEY			Agency ( ) 138 CO BEVER Agency C/P1/P2/E	Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) ANJIE BRADY							
Buyer Phone# Fax#				Flight Dates Hiatus Weeks	09/07/2012 - 09/10/2012			Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938		
LT Ln	Da	_	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
20	F	330P-4P Buyline Comment:	AFTERNOON NEWS		:30	\$250.00	09/07-09/07	2	1	2	\$500.00	
21	M	330P-4P Buyline Comment:	AFTERNOON NEWS		:30	\$250.00	09/10-09/10	2	1	2	\$500.00	
22	M	4P-430P Buyline Comment:	JUDGE JUDY		:30	\$250.00	09/10-09/10	2	1	2	\$500.00	
23	F	4P-430P Buyline Comment:	JUDGE JUDY		:30	\$250.00	09/07-09/07	2	1	2	\$500.00	
24	М	430P-5P Buyline Comment:	JUDGE JUDY		:30	\$250.00	09/10-09/10	2	1	2	\$500.00	
25	F	430P-5P Buyline Comment:	JUDGE JUDY		:30	\$250.00	09/07-09/07	2	1	2	\$500.00	
26	М	5P-530P Buyline Comment:	5PM NEWS		:30	\$350.00	09/10-09/10	2	1	2	\$700.00	
27	F	5P-530P Buyline Comment:	5PM NEWS		:30	\$350.00	09/07-09/07	2	1	2	\$700.00	
28	М	6P-630P Buyline Comment:	6PM NEWS		:30	\$400.00	09/10-09/10	2	1	2	\$800.00	
29	F	6P-630P Buyline Comment:	6PM NEWS		:30	\$400.00	09/07-09/07	2	1	2	\$800.00	
30	M	630P-7P Buyline Comment:	630PM NEWS		:30	\$400.00	09/10-09/10	2	1	2	\$800.00	

 Rep Order#
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 Status
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 4 of
 7

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 09/06/2012 7:54 AM

**Showing Buylines:** All Lines

Station KTNV-TV LAS VEGAS, NV Advertiser ( ).ROMNEY 4 PRESIDENT Product MITT ROMNEY Estimate# 361			Agency ( ) 138 COI BEVER Agency C/P1/P2/E	Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) ANJIE BRADY								
Buyer Phone# Fax#		PHANIE KINCAID		Flight Dates Hiatus Weeks		2012 - 09/10/2012	2	Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938		
LT Ln			Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
31		630P-7P Buyline Comment:	630PM NEWS		:30	\$400.00	09/07-09/07	2	1	2	\$800.00	
32	М	7P-730P Buyline Comment:	ACCESS HOLLYWOOD		:30	\$350.00	09/10-09/10	2	1	2	\$700.00	
33	F	7P-730P Buyline Comment:	ACCESS HOLYWOOD		:30	\$350.00	09/07-09/07	2	1	2	\$700.00	
34	F	730P-8P Buyline Comment:	MILLIONAIRE		:30	\$350.00	09/07-09/07	2	1	2	\$700.00	
35	М	730P-8P Buyline Comment:	MILLIONAIRE		:30	\$350.00	09/10-09/10	2	1	2	\$700.00	
36	М	11P-1135P Buyline Comment:			:30	\$600.00	09/10-09/10	2	1	2	\$1,200.00	
37	F	11P-1135P Buyline Comment:			:30	\$600.00	09/07-09/07	2	1	2	\$1,200.00	
38	М	1135P- 1205A Buyline Comment:	NIGHTLINE		:30	\$400.00	09/10-09/10	2	1	2	\$800.00	
39	F	1135P- 1205A Buyline Comment:	NIGHTLINE		:30	\$400.00	09/07-09/07	2	1	2	\$800.00	
40	F	9P-10P Buyline Comment:	PRIMETIME: WHAT WOUL	TD AOM DO	:30	\$1,500.00	09/07-09/07	2	1	2	\$3,000.00	
41	F	10P-11P Buyline Comment:	20/20		:30	\$2,000.00	09/07-09/07	2	1	2	\$4,000.00	

Rep Order# 6849959 Ver# 1 Status New Traffic Order# 6849959 EC'd Yes

Printed:
Last Received:

09/06/2012 8:24 AM 09/06/2012 7:54 AM 5 of 7

Showing Buylines: All Lines

Station K Advertiser Product Estimate# Buyer Phone#	MITT ROMNEY			Agency ( ) 138 CON BEVER! Agency C/P1/P2/E Flight Dates Hiatus Weeks	Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) ANJIE BRADY  Salesperson Phone# 215-567-6005 Salesperson FAX# 215-567-5938							
Fax#	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of	Total	Total Cost	Daypart
									Weeks	Spots		
42	SA	6A-630A			:30	\$250.00	09/08-09/08	2	1	2	\$500.00	
	Ι	Buyline Comment:	SATURDAY 6AM NEWS									
43	SA	630A-7A			:30	\$250.00	09/08-09/08	2	1	2	\$500.00	
	I	Buyline Comment:	SATURDAY 630AM NEWS									
44	SA	7A-8A			:30	\$275.00	09/08-09/08	2	1	2	\$550.00	
	Ι	Buyline Comment:	SATURDAY G.M.A.									
45	SA	8A-9A			:30	\$275.00	09/08-09/08	2	1	2	\$550.00	
	Ι	Buyline Comment:	SATURDAY 8AM NEWS									
46	SA	4P-8P			:30	\$1,000.00	09/08-09/08	4	1	4	\$4,000.00	
	Ι	Buyline Comment:	NASCAR SPRINT CUP RA	CING								
47	SA	6P-630P			:30	\$300.00	09/08-09/08	1	1	1	\$300.00	
	I	Buyline Comment:	SATURDAY 6PM NEWS									
48	SA	11P-1135P			:30	\$500.00	09/08-09/08	1	1	1	\$500.00	
	I	Buyline Comment:	SATURDAY LATE NEWS									
49	SA	5A-530A			:30	\$200.00	09/08-09/08	2	1	2	\$400.00	
	Ι	Buyline Comment:	SATURDAY 5AM NEWS									
50	SA	530A-6A			:30	\$200.00	09/08-09/08	2	1	2	\$400.00	
	Ι	Buyline Comment:	SATURDAY 530AM NEWS									
51	SU	6A-630A			:30	\$250.00	09/09-09/09	2	1	2	\$500.00	
	Ι	Buyline Comment:	SUNDAY 6AM NEWS									
52	SU	630A-7A			:30	\$250.00	09/09-09/09	2	1	2	\$500.00	
	Ι	Buyline Comment:	SUNDAY 630AM NEWS									

EC	u 168	•			Showing Buylines: All Lines								
Station K Advertiser Product Estimate# Buyer Phone#		MITT ROMNEY			Agency ( ) AMERICAN RAMBLER PRODUCTIONS 138 CONANT STREET BEVERLY, MA 02494 Agency C/P1/P2/E //361 Flight Dates 09/07/2012 - 09/10/2012 Hiatus Weeks					Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) ANJIE BRADY  Salesperson Phone# 215-567-6005			
Fax				піан	us vveeks				Salesperson FAX				
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	53	SU	7A-8A	: SUNDAY G.M.A.		:30	\$275.00	09/09-09/09	2	1	2	\$550.00	
	54	SU I	8A-9A Buyline Comment	: SUNDAY 8AM NEWS		:30	\$275.00	09/09-09/09	2	1	2	\$550.00	
	55	SU I	10A-11A Buyline Comment	: THIS WEEK		:30	\$400.00	09/09-09/09	1	1	1	\$400.00	
	56	SU I	6P-630P Buyline Comment	: SUNDAY 6PM NEWS		:30	\$400.00	09/09-09/09	2	1	2	\$800.00	
	57	SU I	7P-8P Buyline Comment	: AMERICA'S FUNNIEST VIDEO	5	:30	\$650.00	09/09-09/09	1	1	1	\$650.00	
	58	SU I	11P-1135 Buyline Comment	P : SUNDAY LATE NEWS		:30	\$600.00	09/09-09/09	1	1	1	\$600.00	
	59	SU I	5A-530A Buyline Comment	: SUNDAY 5AM NEWS		:30	\$150.00	09/09-09/09	2	1	2	\$300.00	
	60	SU	530A-6A			:30	\$150.00	09/09-09/09	2	1	2	\$300.00	

**Printed:** 

Last Received:

09/06/2012 8:24 AM

09/06/2012 7:54 AM

Traffic Order# 6849959

6 of 7

## ---REPORT TOTALS---

Rep Order#

EC'd Yes

6849959

Ver# 1 Status New

Buyline Comment: SUNDAY 530AM NEWS

Report Totals: 117 / \$46,250.00

## ---SALES MONTHLY TOTALS---

Sep 12: 117 / \$46,250.00 Sales Totals: 117 / \$46,250.00

Rep Order# 6849959 **Ver#** 1 Status New Traffic Order# 6849959 **Printed:** 09/06/2012 8:24 AM EC'd Yes **Last Received:** 09/06/2012 7:54 AM

**Showing Buylines:** All Lines

7 of 7

) PHILADELPHIA

215-567-6005

215-567-5938

KTUD

0 %

) ANJIE BRADY

Salesperson (

KTNV

28%

) AMERICAN RAMBLER PRODUCTIONS KTNV-TV LAS VEGAS, NV Rep Firm Station Agency Advertiser ) .ROMNEY 4 PRESIDENT 138 CONANT STREET Sales Office (

BEVERLY, MA 02494 Agency C/P1/P2/E //361

Estimate# 361 **Buyer** STEPHANIE KINCAID Flight Dates

**Hiatus Weeks** 

09/07/2012 - 09/10/2012

Salesperson Phone# Salesperson FAX#

Station Totals: 117 / \$46,250.00 Lines not sent/rcld/rtrn: 0 / \$0.00

MITT ROMNEY

---COMPETITIVE---

**Product** 

Phone#

Fax#

Market Totals \$165,179

KBLR 0 % KLAS 24% KSNV 20% KVCW 6% KVMY 1% KVVU 21%

--- COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

JUL11, EJUL12 Books

RA35+ Demos

--- CREDIT RISK ---

CASH IN ADVANCE